



CALPEEK

CALIFORNIA POLITICAL WEEK

P.O. BOX 1468, BEVERLY HILLS, CA 90213 (213) 659-0205
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VOL. XII
No. 32

AUG 27, 1990

SEN. GARAMENDI MAY RESIGN 5th S.D. POST.

What has been rumored for the past several weeks may actually take place at the end of the month, when the CA Legislature adjourns for the year. State Sen. John Garamendi (D-Stockton) may RESIGN his seat, thus forcing a special election for his 5th S.D. post, perhaps to coincide with the regular Nov. 6th election. This move would give his wife Patti a leg up in her quest to take his place in the 5th S.D. and would place considerable pressure on other rivals to move quickly. This would be especially true for Demo Assemblyman Pat Johnston of Stockton, who is being encouraged to run by the Democratic Legislative Leadership. Under the law, Johnston could seek reelection to his assembly seat and the run in a special at the same time, but it might create problems. It's a smart political move by Garamendi, who says he wants to devote full time to his own campaign of running for Insurance Commissioner...

CAMPAIGN 1990: LUNGREN vs. SMITH FOR AG.

Editor's note: In the campaign to become Calif.'s next attorney general, voters have a clear choice between Republican Dan Lungren and Demo Arlo Smith. These guys are miles apart on issues, but that's only part of the story. Here is CALPEEK's brief report & analysis...

...With Lungren on the bench during the primary with no GOP opponent, Smith had to slug his way past the early Demo favorite, L.A. DA Ira Reiner. Smith literally had to borrow his way to victory. And indeed the one thing which hindered Smith in the Demo primary could again cause trouble in the November election: FUNDRAISING. Smith is not good at this aspect of campaigning and it could hurt, because there is no evidence of a well organized fundraising effort on his behalf. When CALPEEK contacted his campaign, Smith's staff had yet to set a

place or an amount for a major L.A. event on Sept. 24th. That's not a good sign...

...Lungren's campaign is satisfied with its fundraising so far, but has admitted it is tough. But Lungren has lined up Gov. Deukmejian for a major Oct. 2nd dinner in Fresno; HUD Sec. Jack Kemp in L.A. on Oct. 9; and Gov. Duke again on Oct. 10th in Long Beach - a homecoming event...

...While Lungren currently may have an advantage in the fundraising department, most insiders believe Smith has the edge on KEY issues. Smith is a solid PRO-CHOICE candidate, whereas Lungren has started to soften his strong PRO-LIFE stance. Although Lungren has tried to play this issue down, saying it isn't relevant to the AG's office, voters don't buy that line. On key environmental issues, Smith would seem to have an edge because of Lungren's voting record in congress favoring offshore drilling and opposing tough standards for clean air and water. Lungren says the reason he didn't vote for some of these bills was because of the huge costs associated with the legislation...

...And Smith thinks he has one more important edge in this race: EXPERIENCE. Smith often notes that Lungren has no practical experience in prosecuting criminals in a courtroom. That may not seem like such a big deal, but there is a perception that the AG is Calif.'s TOP COP...

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Remember: CALPEEK is on R&R the week of Aug. 27th, so there WON'T be a Sept. 3rd issue of the newsletter. CALPEEK's next issue will be out Sept. 10th...

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...To offset this perception, Lungren is co-authoring Prop. #139 - that's the prison inmate labor initiative. For a while Lungren thought he might have Smith on the ropes, because CA Federation of Labor chief John Henning is against #139. But Smith has announced his support for this ballot proposal. Smith has won the endorsement of most of the major LAW ENFORCEMENT groups in Calif. The CA Correctional Peace Officers Assn. is due to announce its endorsement in the AG's race Aug. 31st...

...So with many of these things seeming to be in Smith's favor, why do insiders see the race as being so close? Again, it gets back to MONEY. Without money to point out his differences with Lungren, Smith will have a tough time. And Lungren, while he may be very conservative, is one of the brightest guys around; even Demos who served with him in the U.S. House admit that. And on the stump, Lungren is impressive...

...In a one-on-one debate, Smith is Dan Lungren's equal on substance, but is NO MATCH on style or delivery. Sources believe the two campaigns are working on a series of 2-3 debates, but the two campaign managers, Marc Dann for Smith, and Brian Lungren for his brother, are seeing red after a meeting between the two to discuss debates. In a press release issued by the Lungren camp, Brian Lungren quoted Dann as saying, "Arlo just can't handle it," referring to hour long, Lincoln/Douglas style debates. "You have to understand Brian, I'm dealing with a 64-year-old man," the press release goes on to say. Dann says Lungren's quotes in the press release are "fabrications." Stay tuned...

U.S. REP. DREIER AT L.A. PA OFFICERS ASSN. Congressman David Dreier(R-Covina) will be the guest speaker Aug. 29 before the L.A. Public Affairs Officers Assn. 11:30 a.m. reception, 12 noon luncheon, Beverly Hilton Hotel, Royal Suite. For info and RSVPs, Del Herrera at (213)315-8916...

COMMONWEALTH CLUB TO HEAR FBI'S SESSIONS. Judge William S. Sessions, director of the FBI, will address members of the Commonwealth Club of CA, 11:45 a.m., Sept. 7, Grand Ballroom, Fairmont Hotel, S.F. The director's speech is titled, "Organized Crime - The Asia Connection." For info and RSVPs, (415)597-6705...

CAMPAIGN 1990: MAJOR BATTLE TAKING SHAPE IN 34th S.D. BETWEEN SEN. AYALA AND BADER. Editor's note: The 34th Senate District covering L.A. and San Bernardino counties has been in incumbent Demo Ruben Ayala's hands for 16 years. But in GOP Assemblyman Charles Bader of Ontario, Ayala faces his toughest challenger ever. Here's CALPEEK's update & analysis...

...Ayala is a fixture in the Inland Empire, with a record of public service dating back to 1955 when he served on the Chino School Board. Next came his election in the City of Chino, first as a councilman and then as the mayor. Ayala was elected to the San Bernardino Bd. of Supes in 1966. In 1974 he won a special election to the State Senate and the rest is history...

...In 1986, Ayala trounced Republican Steve Turner, winning 65% of the vote. This has led some to think that Ayala is INVINCIBLE, but Assemblyman Chuck Bader(R) doesn't buy that. Early in 1989 Bader decided to give up his very safe 65th A.D. seat to challenge Ayala. Ever since the decision was made public, insiders have been speculating whether the 68-year-old Ayala could handle a tough challenge from Bader...

...For both the Demo State Senate Leadership and the Republican Leadership, this is THE key race. The Demo's top consultant in State senate campaigns, Larry Sheingold, is aboard Ayala's effort, while Bader has retained consultant, Steve Presson, who has been with Bader in previous campaigns...

...Key points. The voter registration has been turning more Republican in recent years. Demos are now at about 49.9%, compared to 40.26% for the GOP. For a district to be safe for a Demo, it usually has to have 55%. However, Ayala is very popular, even among Republicans. He's not what you'd call a highly partisan Democrat and many think he fits right in with the 34th's moderate image...

...In terms of money, Bader is ahead, with about \$384,000 cash-on-hand, compared to \$196,000 for Ayala. Several insiders think both campaigns will end up spending more than \$1 million, if you include independent committee expenditures...

...In terms of issues, don't look for abor-

tion as a key topic, at least not now. Ayala is soft PRO-CHOICE (he's for parental consent and opposed to public funding), while Bader holds soft PRO-LIFE views...

...Law & order and gun control might emerge as key issues. In past elections Ayala has always won support from most of the key law enforcement groups, such as PORAC. But in this showdown, Bader walked away with ALL of the major law enforcement endorsements. As for gun control, Bader is a solid NRA supporter and voted AGAINST the assault weapons ban and the waiting period bill. The NRA regards Bader as its TOP PRIORITY in 1990. But polling has shown that 76% of the voters in the area FAVOR the ban and more than 80% FAVOR the waiting period...

...Bottomline: the only poll made public is so old as to be almost meaningless. But it did show Ayala with a 42% to 32% lead over Bader. The poll also showed Bader with low name ID and recognition in the 34th S.D. CALPEEK sources believe Bader pollster Arnie Steinberg is in the field right now. Will these two face each other in a debate? Bader is needling the incumbent because as of now Ayala says there's no need for a debate. However, CALPEEK sources predict that before the contest is over, there will be at least ONE face-to-face confrontation. As for who is ahead, the race is very close, but if incumbency counts for anything, then a slight edge to Ayala. Stay tuned...

POLITICAL ADVERTISING & FAIRNESS DOCTRINE.

Editor's note: With the cost of television time running as high as \$50,000 for a short 30-second spot on a network TV show, a growing number of media consultants who work on ballot measure campaigns have devised a new strategy for dealing with the opposition -- using the Federal Communications Commission FAIRNESS DOCTRINE to obtain FREE ads on TV and radio. This past week, the NO on #134 campaign contacted all those TV and radio stations it was currently using and said if these stations gave the YES on #134 side FREE ad spots, the NO on #134 side would pull its remaining ad schedule. We're talking BIG BUCKS. The YES side says that's extortion. Not really, but it is high stakes politics and both sides know how to play. Here is a report...

...First, the FCC's Fairness Doctrine was

suspended in 1987. There was a court battle and the suspension was upheld. But the suspension didn't apply to BALLOT MEASURES, at least that's what several reliable CALPEEK sources say. If you're already confused, you're not alone. So are many of the TV and radio executives who have to deal with Fairness Doctrine requests...

...The Fairness Doctrine applies to ISSUES and NEWS and said TV & radio stations must make available a reasonable opportunity for airing contrasting views on controversial issues of public importance. Ballot measures fall into this category...

...Before the Fairness Doctrine was suspended, there were some FCC administrative decisions requiring stations to provide under-funded ballot measure campaigns 1 free spot for every 3 or 4 paid spots by the other side...

...However, S.F. attorney Barry Fadam, an expert on FCC law and campaigns, says there is NO specific rule with regard to a ratio of free and paid spots. A station can provide MORE, LESS or NONE. However, those stations which don't provide spots would be expected to provide the opposing side with a PA program, debate or other form of programming to meet the fairness standards...

...Why free spots? As long as there is no firm FCC Fairness Doctrine rule about ballot measures, providing free radio or TV ad spots is the EASIEST WAY to present a contrasting view. This is especially true of radio, because under Reagan's deregulation, radio stations are no longer required to carry public service programming or even news programming. Thus a 30 or 60 second ad spot will do the trick...

...Why isn't there an FCC rule about ballot measures? Good question. There are at least two cases now pending before the FCC, but sources don't think they will be settled until AFTER the November election. That leaves TV and radio stations in limbo with regard to Fairness Doctrine requests. Some organizations, such as CBS, have opinions from their attorneys saying free ad spots are not required. Capitol Cities/ABC has a more liberal policy...

...Because of the confusion about the Fair-

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ness Doctrine, some TV/radio stations just refuse to sell any ballot measure advertising, figuring that the legal problems alone aren't worth the revenue...

...In terms of using the Fairness Doctrine as a political strategy, it has been a very effective tool, especially for under-funded ballot measure campaigns. Their main weapon is the implied threat of a written complaint to the FCC if Fairness time is not granted...

...The most effective way to combat this strategy is by writing the stations and showing evidence that the under-funded campaign may be crying wolf in terms of not having money. Stations don't like to think they are being screwed financially. The threat to pull an ad schedule isn't all that effective because a station would much rather sell non-political spots anyway...

THE CA CHANNEL IS ON CABLE TV STATEWIDE.

The Calif. Channel, a Statewide version of C-SPAN I featuring floor and committee action from the Calif. State Assembly, is now on cable TV in many parts of Calif. In the L.A. area, Century Cable TV is airing the programming from Sacramento. For C-SPAN junkies, there's a definite difference. For one thing, the decorum that is present in U.S. House and Senate action is not always present in the Assembly. However, that makes it MUCH MORE entertaining. To see Assemblymen John Burton(D-S.F.) or Dick Floyd(D-Lawndale) in action is worth an "E" ticket...

DCCC TO BACK WAITE AND TARGETS McCANDLESS.

U.S. Rep. Beryl Anthony(D-Arkansas), chair of the Demo Congressional Campaign Comm., has announced that 37th C.D. Demo candidate Ralph Waite will be given both financial and staff help in his battle to unseat GOP U.S. Rep. Al McCandless of Riverside. McCandless thus joins GOP U.S. Rep. Charles Pashayan of Fresno on the DCCC 1990 target hit list...

NEW JOBS, ACCOUNTS AND PERSONNEL NOTES.

Editor's note: Here's a brief update on some new personnel developments:

- Santa Monica Councilwoman Chris Reed has hired California Communicators to run her reelection campaign...

- Winner/Wagner & Mandabach has been named to manage the 1/2 cent sales tax increase measure for transportation in L.A. County. Assisting will be Stoorza, Ziegaus & Metzger, who will handle news media relations and coalition building...

- Masterton & Wright of Bolinas have been named to manage the NO on 135/138 campaign...

- Heidi von Szeliski has been named sr. associate for San Diego/L.A. based Decision Research. The polling firm also has been hired to survey voters about whether unclaimed pound animals should be used in medical research...

- Harvey Englander's Campaign Management firm has been named to handle the reelection campaigns of Councilmembers Rick Norton of Santa Ana, Bill Arenstein of Indian Wells and Donna Chessen of Buena Park...

- Bryan Godbe has been picked as the lead consultant for Robert Palmer's Demo campaign to unseat U.S. Rep. Tom Campbell (R-Menlo Park)...

- George Urch has left the staff of Demo State Sen. Ruben Ayala(D-San Bernardino) to run the day-to-day campaign for Demo assembly candidate Tom Umberg in Orange County's 72nd A.D....

MARKETPLACE NETWORK

- ASSISTANT EXECUTIVE DIRECTOR. West Coast petroleum trade association seeks personable assistant executive director with strong writing and analytical skills, sensitivity to local, state and federal political issues, ability to attend and summarize public hearings and analyze and prepare comments on proposed and existing laws and regulations. Salary competitive. Write AIRA, 649 S. Olive Street, Ste. 500, Los Angeles, CA 90014...

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